



LEO BURNETT U.S.A.

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June 16, 1995

Amy Grimes
Mademoiselle
875 N. Michigan Avenue
Chicago, IL 60611

Virginia Slims - "ASK VIRGINIA" Program

Dear Amy:

We would like to thank you for submitting your proposal for the "Ask Virginia" campaign. Unfortunately, your publication will not be used at this time for the effort. Please be assured that this will not effect any currently scheduled pages in your publication for the remainder of 1995.

We will not be accepting any revised proposals for the remainder of 1995. However, because the program will run one full year, your publication may be considered again for use in 1996.

We appreciate your business and hope to continue a strong relationship with your publication in the future.

Please call Shanna Berk at (312) 220-3007 should you like to discuss this further.

Sincerely,

LEO BURNETT, U.S.A.

Shanna L. Berk
Media Buyer/Planner

cc: R. Schneider, K. Marryshow, B. Ferrin, S. Rush, W. Marin - PMCo.
K. Lemke, C. Harder, B. Schewe, J. Buehler,
B. Timmons, C. Bulanda, B. Harmon - LBCo.

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